IT IS CLAIMED:

1. A multicast content accessing method for use on a user device, wherein a multicast service provides the multicast content, comprising:

receiving multicast service activation data over a network;

generating on the user device a broadcast key;

sending from the user device the generated broadcast key over a network;

wherein the generated broadcast key indicates that multicast content is to be provided to the user device.

2. The method of claim 1, wherein the multicast content is transmitted to the user device via a unidirectional point-to-multipoint transmission.

3. The method of claim 2, wherein the unidirectional point-to-multipoint transmission occurs over a 3G wireless network.

4. The method of claim 2, wherein the unidirectional point-to-multipoint transmission occurs within a Multimedia Broadcast/Multicast Service (MBMS) system.

5. The method of claim 1, wherein the multicast content includes messages, text, audio, pictures, or video from a single source.

6. The method of claim 1, wherein a subscription to the multicast service allows the user device to receive the multicast content.

7. The method of claim 6, wherein other user devices subscribe to the multicast service, thereby forming a multicast subscription group;

wherein a subset of user devices from the multicast subscription group are receiving the multicast content.

8. The method of claim 7, wherein the broadcast key is common to all subscribers of a given multicast service and is used to access the multicast content.

9. The method of claim 1, wherein a virtual key is provided to the user device that indicates to the user device to clear the broadcast key used to access the multicast service.

10. The method of claim 1, wherein the received multicast service activation data activates for the user device the multicast service that provides the multicast content.

11. The method of claim 10, wherein the broadcast key is generated on the user device based upon the received multicast service activation data.

12. The method of claim 10, wherein the broadcast key is generated on the user device based upon a user identification key.

13. The method of claim 10, wherein the broadcast key is generated on the user device based upon a user identification key and the received multicast service activation data.

14. The method of claim 13, wherein the user identification key is provided to the user device at about the time when a user of the user device subscribes to the multicast service.

15. The method of claim 13, wherein the multicast service activation data is an activation key that is provided at about the time when a contract or payment is received from a user of the user device.

16. The method of claim 1, wherein the multicast service activation data is different for each user of the multicast service.

17. The method of claim 16, wherein the broadcast key is generated on the user device by applying a function to a user identification key and the received multicast service activation data.

18. The method of claim 17, wherein the same broadcast key value is generated by user devices having different multicast service activation data.

19. The method of claim 17, wherein a user device's broadcast key generation function is known to the user device but is not known to other user devices.

20. The method of claim 17, wherein the broadcast key generated by the function can be changed by providing a different activation key to the user device.

21. The method of claim 1, wherein the user device accesses different multicast services of a provider by providing different broadcast keys to the provider;

wherein the different broadcast keys are generated on the user device.

22. The method of claim 1, wherein the user device is a handheld wireless mobile communications device.

23. Computer-readable medium capable of causing a user device to perform the method of claim 1.

24. A data signal that is transmitted using a communication channel, wherein the data signal includes a broadcast key that was generated on a user device based upon a user identification key and multicast service activation data;

wherein the generated broadcast key indicates which multicast content is to be provided to the user device.

25. The data signal of claim 24, wherein the communication channel is a network, wherein the data signal is packetized data that is transmitted through a carrier wave across the network.

26. A multicast content accessing apparatus for use on a user device, wherein a multicast service provides the multicast content, comprising:

a data storage mechanism that stores user identification key and multicast service activation data;

key generation operation instructions configured to generate on the user device a broadcast key based upon the stored user identification key and the multicast service activation data;

wherein the generated broadcast key indicates that multicast content is to be provided to the user device.

27. A multicast content accessing apparatus for use on a user device, wherein a multicast service provides the multicast content, comprising:

means for receiving multicast service activation data over a network;

means for generating on the user device a broadcast key;

means for sending from the user device the generated broadcast key over a network;

wherein the generated broadcast key indicates that multicast content is to be provided to the user device.